

Testimony by George A. Moroz
on behalf of The Henry Ford
House Tourism, Outdoor Recreation and Natural Resources Committee
June 16, 2009
10:30 AM, Room 521 HOB

Good morning Chairman Sheltroun and members of the Committee. I'm George Moroz, Special Assistant to the President at The Henry Ford, Michigan's leading cultural tourism destination, and the immediate past president of TICOM, the Tourism Industry Coalition of Michigan. I am here to voice The Henry Ford's ardent support for HB 5017, HB 5018, HB 5088 and HB 5089, which collectively will help sustain the national reach and significant economic impact of the award-winning *Pure Michigan* tourism promotion campaign.

My tourism industry friends and colleagues who testified earlier have described in detail why these bills are worthy of your support. There is no need for me to repeat their compelling and sound arguments. Instead, my brief comments this morning are simply meant to lend the weight of our flagship institution—a point of pride for every Michigander—and all of the other exceptional cultural organizations that form a part of Michigan's incomparable tourism product inventory, to the tourism industry's call for your support of these four tourism promotion bills. In so doing, you will be supporting the creation and retention of Michigan jobs and an investment strategy that provides a significant, reliable and immediate positive return to the State treasury. I respectfully request that each of you join The Henry Ford in supporting this important, timely and much needed legislation. Thank you.